

**PQS QUALIFICATION SHEET**

**Advanced Enlisted Recruiter Module**

<b>Rate/Name of Trainee</b>	<b>Date Basic PQS Complete</b>

<b>PQS Standard</b>	<b>Trainee (Signature)</b>	<b>PQS Qualifier (Signature)</b>	<b>Date</b>
1. Recruiter Awards and Recognition			
2. Station Market Analysis and Review Techniques (SMART)			
3. Enlisted Recruiter Production Management System (ERPMS)			
4. Area canvassing and Itineraries			
5. Professional Selling Skills (PSS)			
6. Reserve/Active Recruiting Programs			
7. Prospecting			
8. WEBRTOOLS/CIRIMS			
9. High School and College Canvassing			
10. Applicant Processing			
11. DEP Leadership/Management			
12. Professional Selling Skills Applications workshop			

	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	T R A I N E E R	T R A I N E E R	D A T E	T R A I N E E R	T R A I N E E R	D A T E	T R A I N E E R	T R A I N E E R	D A T E
<b>1. Recruiter Awards and Recognition</b>									
a. Explain the following incentives:									
(1) NRD Awards instruction									
(2) Region Awards instruction									
(3) NRC Awards instruction									
(4) RCAP									
<b>2. Station Market Analysis and Review Techniques (SMART)</b>									
a. Identify and explain the function of all five segments of the SMART system and how they relate to each other									
b. Demonstrate the ability to explain the recruiter territorial breakdown and high propensity areas.									
<b>3. Enlisted Recruiter Production Management System (ERPMS)</b>									
a. Discuss recruiter responsibility in the development of the station planner									
b. Discuss recruiter responsibility when conducting a DPR									
c. Demonstrate the ability to build a prospecting plan utilizing all modes of prospecting to include social media/networking									
d. Kit tracking									
e. Describe how to use the NRC Reserve Attainment Report									
f. Discuss the purpose of the Production Analysis/Training Evaluation (PATE) Sheet and how the accuracy of all entries increase success									
<b>4. Area canvassing and Itineraries</b>									
a. Explain the purpose of an Area Canvassing Plan (ACP)									

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b. Explain the proper planning and development of an ACP using the following applicable elements									
c. Explain the importance of pre-prospecting for an ACP									
d. Demonstrate an ACP									
<b>5. Professional Selling Skills (PSS)</b>									
a. Describe the need satisfaction selling process									
b. Establish rapport with an applicant									
c. blueprint an applicant and record all the information in WEBRTOOLS or CIRIMS									
d. Describe the goal, when and how, of the opening skill set									
e. Demonstrate the ability to support an applicant's need(s) using a key support feature relating the benefit(s) to the applicant's circumstances									
f. Describe and demonstrate the goal, when and how, of the closing skill set									
g. Describe and demonstrate the when and how of the Indifference skill set									
h. Describe the when and how of the following applicant concerns									
(1) Skepticism									
(2) Misunderstanding									
(3) Drawback									
i. Demonstrate the ability to resolve/handle an applicant's concern									
j. Demonstrate/Simulate the ability to effectively handle a QNE on deck at MEPS using PSS & applicant information/needs									
k. Demonstrate the ability to log into and complete a full sales lab utilizing the Navy Recruiting Simulation Tool (NRST)									

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1. Conduct a PSS sales lab with the zone supervisor									
<b>6. Navy Reserve/Active Recruiting Programs (COMNAVCRUITCOMINST 1130.8). Identify current programs/explain requirements:</b>									
a. NAVET									
b. OSVET									
c. Direct Procurement Enlistment Program (DPEP)									
d. Recruiting Selective Conversion for Reenlistment Reserve (RESCORE-R) program									
e. Navy Challenge program									
f. School Guarantee (SG) program									
g. New Accession Training (NAT) program									
h. Professional Apprenticeship Career Track (PACT) program									
i. Prior Service Reenlistment Eligibility (PRISE) III program									
j. Advanced Electronics Field (AEF)/Advanced Technical Field(ATF)									
k. Heritage Language Recruiting (HLRP) program									
l. Loan Repayment Program (LRP)									
m. College First Program (CFP)									
n. Navy Music program									
o. Advanced Paygrade program									
<b>7. Prospecting</b>									
a. Discuss and Demonstrate the ability to generate appointments in the following modes:									
(1) Phone									
(2) DEP referrals									
(3) Other referrals(COI, applicant, HARP/SEMINAR and other service)									
(4) PDC									

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(5) LEADS (Local and National)									
b. Describe the prospecting requirements for LEADS									
c. Discuss and Demonstrate the ability to blueprint applicants in the following areas:									
(1) BEERS									
(2) Medical									
(3) Police									
(4) Moral									
<b>8. WEBRTOOLS/CIRIMS</b>									
a. Demonstrate the basic operation of the Prospect Record System (to include the Working Tickler function, record query and all market segment requirements)									
b. Create, update and document an applicant data/prospect record to include blueprinting, contact history, referrals, awards etc.									
c. Explain how a properly completed applicant record generates an almost complete applicant log entry									
d. Update DEP record									
e. Describe the recruiter's responsibility for data record location									
<b>9. High School and College Canvassing</b>									
a. Demonstrate the proper usage of a high school / college folder									
b. Conduct a school / campus visit accomplishing the minimum activity required by the high school / college folder									
c. Prepare and deliver a Navy presentation to a group (faculty, staff, or student body)									

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d. Discuss and demonstrate the ability to develop Centers of Influence (COI) utilizing PSS skills									
<b>10. Applicant Processing</b>									
a. Explain EST testing and retesting policy									
b. Explain the policy and administration procedures for initial and retesting of the ASVAB									
c. Physical Processing									
d. Applicant Lodging									
e. Special Testing and Waivers									
f. Reserve Applicant Flow									
g. CIRIMS Reservations (Book/Unbook Reservations)									
h. Drill/Indoctrination requirements. (Attach/Submit Drill Verification via CIRIMS)									
i. Discuss and demonstrate the ability to prepare and basic enlistment (AC/RC) kit, including active and NAVET enlistment, NAVET affiliations, NAT, DPEP, and OSVET									
j. Waiver enlistment (local and higher authority)									
k. Explain the requirements and procedures for completing JPAS.									
<b>11. DEP Leadership/Management</b>									
a. Explain the importance of and demonstrate the ability to conduct a 72-hour DEP indoctrination									
b. Conduct a DEP Re-certification									
c. Discuss DEP referral techniques									
d. Prepare and conduct a DEP meeting under supervision of the Rinc utilizing the DEP Tool Kit and START Guide contents									

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e. Explain how to advance through PT/PQS and the Referral Recognition Program (COMNAVCRUITCOMINST 5305.1)									
f. Discuss the requirements for future Sailor/parental contacts from swear in at MEPS to the final letter at RTC									
g. Discuss the importance to utilize the skills of PSS to continuously probe future Sailor's needs and resell them with relevant features and benefits									
h. Discuss what it means to be a mentor/leader to all future Sailors; preparing them mentally and physically for success at RTC to include the START guide and DEP PQS									
i. Explain the requirements and procedures for DEP PQS and NIDT testing, reporting, and drug module completion requirements									
<b>12. Professional Selling Skills Applications workshop</b>									
a. Attend PSA workshop within 4-6 months from report date (maintain copy of certificate in recruiter training jacket)									

**13. Record of Qualification:**

a. Recommended for PQS Qualification Board. Date: \_\_\_\_\_

I, \_\_\_\_\_, certify that \_\_\_\_\_  
(Name/Rate/Qualifier Position) (Name/Rate/NAVCRUITSTA)  
is ready for final qualification by a PQS Board for the position of Advanced  
Enlisted Recruiter.

Qualifier's Signature \_\_\_\_\_

b. Qualification Board: \_\_\_\_\_ Date: \_\_\_\_\_

We certify the examinee to be fully qualified for the position of Advanced  
Recruiter.

\_\_\_\_\_  
Board President (Name/Rate/Position) (Signature)

\_\_\_\_\_  
Board Member (Name/Rate/Position) (Signature)

\_\_\_\_\_  
Board Member (Name/Rate/Position) (Signature)

\_\_\_\_\_  
Board Member (Name/Rate/Position) (Signature)

\_\_\_\_\_  
Board Member (Name/Rate/Position) (Signature)

(c) Reviewed: \_\_\_\_\_ Date: \_\_\_\_\_

PQS Training Officer, NRD/\_\_\_\_\_  
(Signature)

d. Approved: \_\_\_\_\_ Date: \_\_\_\_\_

Commanding Officer, NRD/\_\_\_\_\_  
(Signature)

e. Service Record Entry (Page 4) Date: \_\_\_\_\_

Chief Administrator, NRD/\_\_\_\_\_  
(Signature)

You are hereby granted an extension. Your new maximum qualification date is  
\_\_\_\_\_. (Attach a copy of extension request with justification).

\_\_\_\_\_  
PQS Training Officer

Copy to:  
Member's Training Record